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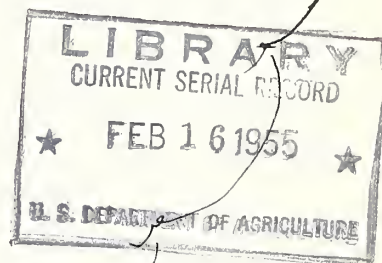
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# *Fruits and Juices* **AVAILABILITY** *in Retail Food Stores*

..... AUGUST 1954 .....



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

December 1954

## PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during August 1954 compared with earlier survey months. Also included in the report are data from a similar survey in May 1954 on availability and inventories in retail food stores of canned red sour cherries. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; February, May, and August of 1951, 1952, and 1953; and in February 1954.

The definition of stores normally stocking fresh fruit and vegetables has been changed. Figures for these stores in August 1952 and August 1953, therefore, were revised to conform with the new definition and will differ from those published originally for these periods.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

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## FRUITS AND JUICES

### AVAILABILITY IN RETAIL FOOD STORES

AUGUST 1954

#### SUMMARY

In August, the proportion of food stores offering fresh oranges that customarily handle fresh fruits and vegetables was unchanged for oranges and slightly higher for lemons than last year.

With the exception of frozen concentrated orange juice, the proportion of all stores stocking frozen concentrated juices was down slightly in August 1954 compared to a year earlier. However, a larger proportion of stores handled these products than in August 1952.

Availability of frozen concentrated orange juice to the Nation's consumers continued to improve. From being available in about one-fourth of all food stores in August 1949, frozen orange juice was available in about three-fifths of all stores in August 1954.

Shelf-pack concentrated orange juice was available in 10 percent of all food stores in August 1954 as compared with 4 percent a year earlier (table 9). However, availability in August 1954 was down considerably from the 40 percent of all stores reporting stocks of this item in August 1952.

Frozen concentrates for ades with the exception of orangeade concentrate were available in a greater number of stores in August 1954 than a year earlier. Shelf-pack concentrate for orangeade was available in fewer stores than a year ago, while concentrate for lemonade was offered by about the same proportion of stores as last year.

Fewer stores offered canned tangerine and lemon juices in August 1954 than a year earlier. The proportion of stores handling tangerine juice declined from 19 percent in August 1952 to 10 percent in August 1954. The proportion of stores handling canned lemon juice, although lower in August than a year ago, was up moderately from 2 years ago.

Householders could buy canned red sour cherries in about three-fifths of the Nation's retail food stores in May 1954, slightly fewer stores than a year earlier. Inventories of this item held by food stores were about 14 percent below a year earlier. Inventories held by independent food stores were down about 24 percent from a year earlier, but were still above stocks held by other major retail outlets.

#### FROZEN JUICES AND ADES

In August 1954, frozen concentrated orange juice was available in a larger proportion of the Nation's food stores, while frozen concentrated grape and pineapple juices were available in fewer stores than a year earlier.

Frozen concentrates for ades with the exception of orangeade were available in slightly more stores than a year earlier. Shelf-pack concentrate for lemonade in August was available in about the same number of stores as a year earlier, but orangeade was available in fewer stores. Shelf-pack concentrated orange juice was more readily available than a year earlier. Availability of canned single-strength ades in August was unchanged to slightly improved from August 1953.

Frozen concentrated orange juice was available in about 3 out of 5 of the Nation's retail food stores in August 1954 as compared to about 4 out of 7 stores a year earlier. This increase in availability occurred principally in smaller stores and in independent stores. By geographic region, consumers could more readily purchase frozen orange juice in the North Central region. However, compared to a year earlier, availability increased most in the Northeast region. A higher proportion of stores reported handling this product than a year ago in all regions except the Pacific (table 5).

The increase in availability of frozen concentrated orange juice in the Nation's food stores accompanied an increase in the proportion of these stores equipped with freezer cabinets. Practically all national and regional chain stores so equipped handled frozen concentrated orange juice and about 9 out of 10 independent food stores having freezer cabinets offered frozen orange juice to its customers in August 1954 (table 5).

Frozen concentrated grape juice was in about 41 percent of all retail food stores in August 1954, compared with about 43 percent a year ago. There was a slight to moderate drop from a year ago in the proportion of national chain stores handling frozen grape juice, and a substantial drop in the number of regional chain store outlets, while availability in the Nation's independent food stores was about the same as a year earlier.

One of the most significant changes in availability of frozen concentrated grape juice from a year ago was a decline in the proportion of food stores equipped with freezer cabinets offering this product. Availability of frozen grape juice in food stores equipped with freezer cabinets was down in August from a year earlier in all geographic regions except the South (table 5).

Frozen concentrate for lemonade could be purchased in about 54 percent of the Nation's retail food stores in August 1954--a moderate increase from a year earlier. A large part of this increase in availability can be attributed to the increase in number of independent food stores handling this product. Availability in national chain store outlets was unchanged from a year earlier, but fewer regional chain stores offered frozen concentrate for lemonade. Availability was up moderately from last year in all regions except the Pacific (table 6).

Contrary to the situation for frozen concentrate for lemonade, slightly fewer stores offered frozen single-strength lemon juice in August 1954 than a year earlier. The greatest decline in availability was in national chain store outlets. However, despite the decline in availability of this product in the Nation's food stores, from a year earlier, it was more readily available in the Northeast and Southern regions.



About 29 percent of stores with freezer cabinets stocked frozen lemon juice in August 1954 as compared to 33 percent a year earlier (table 6).

Frozen concentrate for orangeade could be purchased in a smaller proportion of the Nation's food stores in August 1954 than a year earlier--9 percent as compared to 12 percent last year. A sharp decrease occurred in the number of regional chain store outlets handling this item compared with a year earlier. Availability appeared to be down from a year ago in all regions except the Mountain-Southwest. Frozen orangeade was available in Chicago retail outlets in only about 1 out of 10 stores in August as compared to 1 out of 5 a year earlier (table 7).

Consumers could purchase frozen concentrate for limeade in about 1 out of 5 of the Nation's food stores and in about 3 out of 10 stores equipped with freezer cabinets in August 1954. Despite a slight improvement in availability of frozen limeade from a year earlier, the proportion of national chain store outlets offering this item dropped sharply. Availability of frozen limeade improved or remained about the same as a year ago in all geographic regions except the Northeast (table 7).

Although frozen concentrated pineapple juice was available in a smaller proportion of the Nation's food stores in August than a year ago, a considerably larger proportion of national chain store outlets stocked this item. Fewer stores in all geographic regions reported stocking frozen concentrated pineapple juice in August than a year ago. Availability in stores equipped with freezer cabinets was lower than a year ago for all stores except national chains irrespective of location, annual volume of business or type of management (table 8).

The number of the Nation's retail food stores offering shelf-pack concentrated orange juice in August 1954 increased sharply from a year earlier--one out of 10 as compared to 1 out of 25 in August 1953. Availability was improved from last year irrespective of the stores type of management, annual volume of business or region in which located (table 9).

Shelf-pack concentrate for orangeade was available in 28 percent of all food stores in August as compared to 33 percent a year ago. Availability was lower or unchanged from a year earlier in the 3 major types of retail food stores and in all geographic regions.

In general, no appreciable change was noted in the proportion of the Nation's food stores handling shelf-pack concentrate for lemonade in August 1954 from last year. However, about 60 percent of national chain store outlets reported stocking this item compared with about 50 percent a year earlier. Of the 3 major types of outlets, availability continued to be lowest in independent food stores. A slightly larger proportion of stores in the Northeast and Pacific regions, but a smaller proportion in the Mountain-Southwest region handled shelf-pack concentrated lemonade than a year ago (table 9).

Availability of canned single-strength orangeade in the Nation's food stores improved slightly from a year ago. The proportion of stores stocking the 46-ounce can was about the same as a year earlier while the proportion of stores handling other can sizes increased. Availability of orangeade increased in August from a year earlier in regional chain stores and independent food stores but was down moderately in national chain stores.

A higher percentage of stores handled orangeade than a year earlier in each geographic region except the South (table 12).

The proportion of the Nation's food stores handling canned single-strength lemonade in August was unchanged from a year ago. Important changes in availability from a year ago appear to have been a sharp drop in the proportion of national chain stores stocking this product, and a moderate increase in the proportion of regional chains stocking it. Availability declined from a year ago in stores in all geographic regions except the Northeast. Availability improved slightly from a year ago for the smallest and largest stores (table 12).

#### CANNEL JUICES

Availability of canned single-strength orange, grapefruit, and orange-grapefruit blended juices was not determined in the August 1954 retail food store audit. These products were omitted from the August 1954 audit primarily because they are with few exceptions readily available in the Nation's retail food stores, and in addition, have shown no marked change in availability in recent audits.

Consumers could buy canned single-strength lemon juice in only about a half of all food stores in August 1954. Availability was slightly lower than a year ago. The proportion of national chain stores having lemon juice was improved from a year earlier. Availability in regional chain stores was well below that of a year ago and slightly lower in independent stores. Availability over a year ago was slightly improved in the North Central and Pacific regions, but down in all other geographic regions (table 10).

Consumers found bottled lemon juice in about the same number of stores in August as a year ago. However, bottled lemon juice could be bought by consumers in only 58 percent of regional chain stores as compared to 73 percent a year earlier. Fewer stores offered bottled lemon juice in the Northeast and Southern regions in August than a year earlier (table 10).

Canned single-strength tangerine juice was available in only about a tenth of the Nation's stores in August 1954 as compared to about a sixth of all stores a year ago. The proportion of retail stores handling this product declined in all regions from a year ago. Only about a half of the regional chain stores, about 1/3 of national chain and one-eighth of independent food stores made tangerine juice available in August 1954.

The availability of canned tangerine juice in the 46-ounce can was only slightly lower than a year earlier--6 percent of all stores in August 1954 as compared to 7 percent last year. However, tangerine juice in the No. 2 cans was available in only 5 percent of all stores in August as compared to 12 percent a year earlier (table 11).

#### FRESH CITRUS FRUIT

Availability of oranges in retail food stores normally handling fresh fruits and vegetables was up slightly from a year earlier. However, the proportion of the Nation's retail food stores offering fresh oranges was slightly below last year but about equal to that of 2 years ago.

Availability of oranges during August in all food stores reporting less than \$50,000 and from \$100,000 to \$300,000 business annually was down slightly, but was unchanged from a year ago for stores in other income classifications (table 2).

The decline in number of stores carrying fresh oranges occurred principally in the Northeast and Mountain-Southwest regions. Although the proportion of all food stores in the Southern region offering fresh oranges was up only about 3 percent from last year, availability of oranges in stores normally carrying fresh fruit and vegetables was up about 10 percent in this region.

Among the major outlets normally handling fresh fruit and vegetables, oranges were available during August in slightly more national chain stores and independent stores, but in fewer regional chain stores than a year ago (table 2).

Fresh lemons were available to consumers in about 4 out of 5 of all food stores during August--a slightly lower proportion than a year earlier. About 5 percent of the food stores normally handling fresh fruits and vegetables did not carry lemons at the time of this survey in August. This was unchanged from a year ago. Availability continued to be greatest in retail food stores in the North Central region and least in the Southern region (table 3).

Availability of lemons during August was slightly lower in all major retail outlets than a year ago. The decline in availability from a year earlier was greatest for stores reporting under \$50,000 volume of business annually.

#### CANNED FRUIT

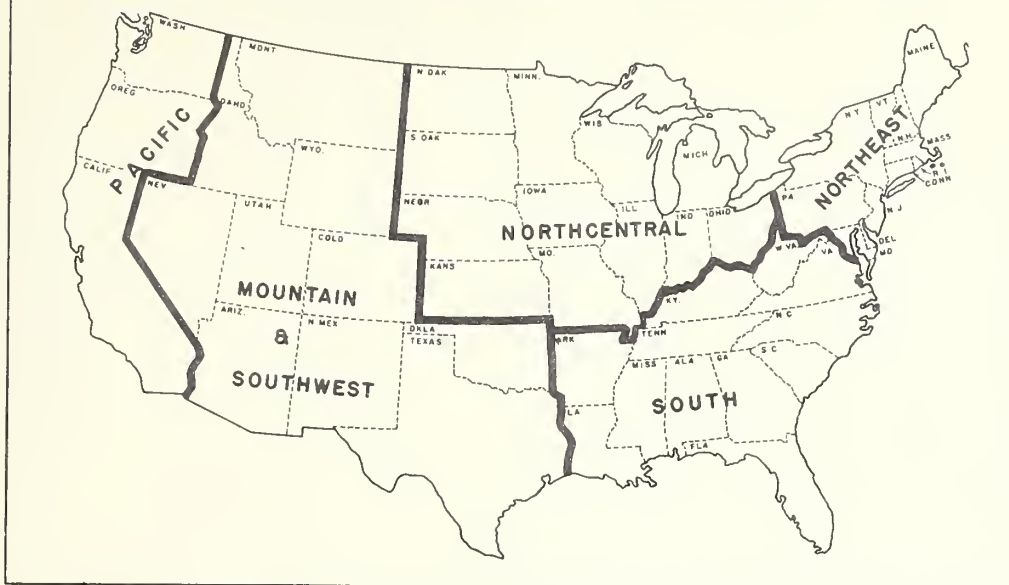
Canned red sour cherries were stocked in 62 percent of the Nation's retail food stores surveyed in May 1954 compared with 65 percent of stores a year earlier. Availability was lower in all regions with declines in the Southern region being greatest. Availability continued to be greatest in the North Central region. Availability in national chain stores increased slightly from a year earlier but was down in regional chain stores and independent food stores (table 13).



The No. 303 can of red sour cherries was available in about 14 percent and the No. 2 can in about 47 percent of all food stores in May 1954. This was the first time availability by can size has been determined in this series. Availability of this product in the 303 can size was greatest in the Mountain-Southwest region and lowest in the Northeast region. Among major outlets, the 303 can size was most readily available in regional chain stores with 1 out of 4 stores reporting stocks in May 1954. The No. 2 can size was most readily available in national chain stores (table 14).

Inventories of canned red sour cherries held by retail food stores in May 1954 were about 14 percent less than a year ago. Stocks in the hands of independent stores in May 1954 were down about 24 percent from a year earlier, while inventories held by national and regional chain stores were slightly above a year ago. Largest inventories were reported by independent stores, in population centers under 10,000 and in the North Central region (table 13).

Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



Store sample for national retail food store audit, <sup>1/</sup> by store classification and location, August 1954

Store classification and location	Stores audited		
	Total	Customarily handling fresh:	Having freezer cabinets
	Number	fruits and vegetables : Number	Number
U. S. total	1,921	1,540	1,532
Volume of store business annually:			
Under \$50,000	859	564	524
\$50,000 to \$100,000	445	394	408
\$100,000 to \$300,000	382	359	366
\$300,000 and over	235	223	234
Type of store management:			
National chains	53	51	52
Regional chains <sup>2/</sup>	107	104	103
Independent groceries	1,761	1,385	1,377
Store location by city size, population:			
Under 10,000 <sup>3/</sup>	671	534	472
10,000 to 100,000	354	309	308
100,000 to 500,000	259	228	231
500,000 and over	637	469	521
Store location by region or city <sup>4/ 5/</sup>			
Northeast	272	214	221
North Central	305	282	275
South	271	189	142
Mountain-Southwest	270	228	210
Pacific	232	206	206
New York City	228	113	171
Chicago	146	133	118
Los Angeles	197	175	189

<sup>1/</sup> Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.

<sup>2/</sup> Excludes voluntary chains.

<sup>3/</sup> Includes rural route stores outside corporate city limits.

<sup>4/</sup> Area included in specified regions indicated in above map.

<sup>5/</sup> New York City, Chicago, and Los Angeles not included in regional totals.



Table 1.--Percentage of retail food stores having specified products available, August 1954 with comparisons--

Products	Fruits and juices, summary		
	1952	1953	1954
	August	August	August
	Percent	Percent	Percent
Fresh fruits:			
Oranges	74	76	73
Lemons	83	85	82
Canned juices:			
Tangerine	19	16	10
Lemon	52	55	53
Canned single-strength ades:			
Orangeade	27	21	23
Lemonade	9	6	6
Frozen concentrated juices:			
Orange	52	56	61
Grape	38	43	41
Pineapple	1/	23	20
Lemon 2/	11	21	19
Shelf-pack concentrated juices:			
Orange	41	4	10
Frozen concentrate for ades:			
Orangeade	11	12	9
Lemonade	42	51	54
Limeade	10	18	20
Shelf-pack concentrate for ades:			
Orangeade	1/	33	28
Lemonade	25	27	28

1/ Data not available.

2/ Frozen single-strength juice.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 2.-- Percentage of retail food stores having product available, by store classification and location, August 1954 with comparisons --

Store classification and location	Fresh oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	August			August		
	1952	1953	1954	1952	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	74	76	73	85	86	89
Volume of store business annually:						
Under \$50,000	64	67	64	77	80	85
\$50,000 to \$100,000	90	88	88	94	92	94
\$100,000 to \$300,000	96	94	91	98	96	94
\$300,000 and over	99	98	98	100	99	99
Type of store management:						
National chains	95	90	92	96	90	92
Regional chains <sup>1/</sup>	99	98	96	100	99	96
Independent groceries	72	74	72	84	86	89
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	68	69	68	79	79	84
10,000 to 100,000	80	83	78	88	92	92
100,000 to 500,000	89	91	90	95	96	95
500,000 and over	73	76	72	88	92	94
Store location by region or city <sup>3/</sup> :						
Northeast	79	85	77	87	94	93
North Central	94	94	92	97	96	97
South	52	51	54	66	64	74
Mountain-Southwest	80	82	74	91	92	89
Pacific	92	88	90	97	94	96
New York City	49	57	55	82	91	97
Chicago	64	94	92	98	93	97
Los Angeles	87	88	86	94	96	97

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.-- Percentage of retail food stores having product available, by store classification and location, August 1954 with comparisons --

Store classification and location	Fresh lemons					
	All stores			Stores customarily handling fresh fruits and vegetables		
	August			August		
	1952	1953	1954	1952	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	83	85	82	91	94	94
Volume of store business annually:						
Under \$50,000	77	80	75	87	91	92
\$50,000 to \$100,000	91	93	94	94	97	93
\$100,000 to \$300,000	97	96	96	99	97	99
\$300,000 and over	99	93	96	100	99	97
Type of store management:						
National chains	98	99	96	99	99	96
Regional chains <sup>1/</sup>	99	99	93	100	99	93
Independent groceries	82	84	81	90	94	94
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	83	85	79	89	92	91
10,000 to 100,000	82	83	86	90	96	91
100,000 to 500,000	92	91	93	95	96	93
500,000 and over	78	80	80	93	94	97
Store location by region or city <sup>3/</sup> :						
Northeast	79	84	78	87	93	93
North Central	92	96	95	95	97	97
South	81	80	77	89	90	82
Mountain-Southwest	84	86	80	94	94	95
Pacific	92	90	91	95	96	94
New York City	53	64	63	81	88	100
Chicago	94	94	91	97	96	96
Los Angeles	86	91	84	95	97	96

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.--Percentage of retail food stores having specified products available, by store classification and location, August 1954 --

Store classification and location	Frozen and shelf-pack concentrated juices and ades				
	Frozen concentrated juices				Frozen single- strength lemon juice
	Orange	Grape	Pineapple	Shelf-pack concentrated orange juice	
	Percent	Percent	Percent	Percent	Percent
U. S. total	61	41	20	10	19
Volume of store business annually:					
Under \$50,000	47	27	9	7	14
\$50,000 to \$100,000	82	59	29	16	26
\$100,000 to \$300,000	91	78	48	17	31
\$300,000 and over	100	86	66	17	39
Type of store management:					
National chains	97	82	67	26	22
Regional chains <sup>1/</sup>	93	79	55	19	37
Independent groceries	58	39	17	10	18
Store location by city size, population:					
Under 10,000 <sup>2/</sup>	49	31	13	9	14
10,000 to 100,000	71	52	24	10	28
100,000 to 500,000	76	55	32	16	27
500,000 and over	70	47	26	10	19
Store location by region or city <sup>3/</sup> :					
Northeast	70	52	29	11	30
North Central	78	49	25	16	24
South	36	22	6	5	12
Mountain-Southwest	55	43	16	10	14
Pacific	73	47	29	12	17
New York City	61	51	28	17	8
Chicago	83	41	23	6	21
Los Angeles	89	58	29	9	6
	Frozen concentrate for ades			Shelf-pack concentrate for ades	
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent
U. S. total	54	9	20	28	28
Volume of store business annually:					
Under \$50,000	39	5	11	20	18
\$50,000 to \$100,000	77	12	29	37	41
\$100,000 to \$300,000	85	20	47	43	48
\$300,000 and over	94	31	62	67	73
Type of store management:					
National chains	88	35	45	61	64
Regional chains <sup>1/</sup>	84	26	56	70	69
Independent groceries	52	8	18	25	26
Store location by city size, population:					
Under 10,000 <sup>2/</sup>	42	6	15	23	28
10,000 to 100,000	65	13	23	26	26
100,000 to 500,000	70	11	32	43	41
500,000 and over	63	13	24	32	26
Store location by region or city <sup>3/</sup> :					
Northeast	63	17	21	37	34
North Central	72	11	32	39	40
South	30	3	9	12	16
Mountain-Southwest	48	7	23	20	26
Pacific	61	6	18	37	40
New York City	53	18	19	23	21
Chicago	75	8	46	39	14
Los Angeles	81	1	22	31	37

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.-- Percentage of retail food stores having specified products available, by store classification and location, August 1954 with comparisons --

Store classification and location	Frozen concentrated orange and grape juices							
	Frozen concentrated orange juice				Frozen concentrated grape juice			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1953 Percent	1954 Percent	1953 Percent	1954 Percent	1953 Percent	1954 Percent	1953 Percent	1954 Percent
U. S. total	56	61	90	92	43	41	69	62
Volume of store business annually:								
Under \$50,000	41	47	86	83	29	27	59	51
\$50,000 to \$100,000	73	82	92	93	62	59	73	67
\$100,000 to \$300,000	90	91	96	93	78	78	83	84
\$300,000 and over	100	100	100	100	96	86	96	86
Type of store management:								
National chains	96	97	100	100	85	82	88	85
Regional chains <sup>1/</sup>	92	93	100	100	86	79	93	35
Independent groceries	54	58	89	91	40	39	67	60
Store location by city size, population:								
Under 10,000 <sup>2/</sup>	46	49	90	90	33	31	65	53
10,000 to 100,000	64	71	84	91	53	52	70	66
100,000 to 500,000	72	76	93	90	58	55	76	65
500,000 and over	65	70	93	96	50	47	72	64
Store location by region or city <sup>3/</sup> :								
Northeast	62	70	88	95	51	52	73	71
North Central	74	78	94	94	53	49	73	60
South	32	36	83	85	19	22	50	52
Mountain-Southwest	52	55	86	88	45	43	74	68
Pacific	76	73	93	85	51	47	63	55
New York City	59	61	97	99	54	51	89	83
Chicago	80	83	99	97	62	41	76	48
Los Angeles	86	89	94	94	67	58	73	61

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.-- Percentage of retail food stores having specified products available, by store classification and location, August 1954 with comparisons --

Store classification and location	Frozen concentrate for lemonade and frozen single-strength lemon juice							
	Frozen concentrate for lemonade				Frozen single-strength lemon juice			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1953 Percent	1954 Percent	1953 Percent	1954 Percent	1953 Percent	1954 Percent	1953 Percent	1954 Percent
U. S. total	51	54	81	82	21	19	33	29
Volume of store business annually:								
Under \$50,000	36	39	75	75	15	14	31	27
\$50,000 to \$100,000	72	77	86	87	27	26	32	29
\$100,000 to \$300,000	80	85	85	91	37	31	39	34
\$300,000 and over	99	94	99	94	41	39	41	39
Type of store management:								
National chains	83	88	92	90	33	22	35	22
Regional chains <sup>1/</sup>	87	84	94	91	37	37	40	40
Independent groceries	48	52	80	81	20	18	32	29
Store location by city size, population:								
Under 10,000 <sup>2/</sup>	38	42	76	77	15	14	30	26
10,000 to 100,000	63	65	82	83	28	28	37	36
100,000 to 500,000	68	70	88	83	32	27	42	31
500,000 and over	59	63	84	87	21	19	30	26
Store location by region or city <sup>3/</sup> :								
Northeast	59	63	84	86	27	30	39	41
North Central	60	72	87	87	34	24	42	29
South	26	30	66	71	8	12	21	25
Mountain-Southwest	45	48	74	77	18	14	30	22
Pacific	66	61	81	72	20	17	25	20
New York City	53	53	88	86	16	8	26	13
Chicago	77	75	94	83	26	21	32	25
Los Angeles	81	81	88	86	4	6	4	6

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.--Percentage of retail food stores having specified products available, by store classification and location, August 1954 with comparisons--

Store classification and location	Frozen concentrates for orangeade and limeade							
	Frozen concentrate for orangeade				Frozen concentrate for limeade			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	August	August	August	August	August	August	August	August
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	9	18	14	18	20	30	31
Volume of store business annually:								
Under \$50,000	6	5	13	10	10	11	20	20
\$50,000 to \$100,000	16	12	19	14	26	29	31	33
\$100,000 to \$300,000	23	20	24	22	40	47	43	51
\$300,000 and over	51	31	51	31	73	62	73	62
Type of store management:								
National chains	39	35	41	36	62	45	64	46
Regional chains 1/	42	26	46	28	43	56	47	60
Independent groceries	10	8	16	13	16	18	27	29
Store location by city size, population:								
Under 10,000 2/	7	6	14	12	12	15	24	28
10,000 to 100,000	18	13	24	16	26	23	35	30
100,000 to 500,000	15	11	20	13	29	32	38	38
500,000 and over	14	13	20	17	20	24	28	32
Store location by region or city 3/:								
Northeast	20	17	28	23	24	21	33	28
North Central	13	11	16	14	27	32	34	39
South	5	3	13	7	7	9	18	21
Mountain-Southwest	7	7	11	11	15	23	24	36
Pacific	7	6	8	6	18	18	22	21
New York City	19	18	32	30	20	19	32	30
Chicago	20	8	25	10	41	46	50	54
Los Angeles	2	1	2	1	20	22	21	23

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.--Percentage of retail food stores having specified product available, by store classification and location, August 1954 with comparisons--

Store classification and location	Frozen concentrated pineapple juice			
	All stores		Stores with freezer cabinets	
	August		August	
	1953	1954	1953	1954
	Percent	Percent	Percent	Percent
U. S. total	23	20	36	30
Volume of store business annually:				
Under \$50,000	12	9	24	18
\$50,000 to \$100,000	33	29	39	33
\$100,000 to \$300,000	52	48	55	52
\$300,000 and over	77	66	77	66
Type of store management:				
National chains	60	67	62	69
Regional chains 1/	62	55	67	59
Independent groceries	20	17	33	27
Store location by city size, population:				
Under 10,000 2/	14	13	28	24
10,000 to 100,000	33	24	44	30
100,000 to 500,000	32	32	42	37
500,000 and over	28	26	39	35
Store location by region or city 3/:				
Northeast	33	29	46	39
North Central	29	25	36	30
South	8	6	20	14
Mountain-Southwest	17	16	28	26
Pacific	33	29	40	33
New York City	29	28	47	45
Chicago	29	23	35	27
Los Angeles	38	29	41	30

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.



Table 9.-- Percentage of retail food stores having specified products available, by store classification and location, August 1954 with comparisons --

Store classification and location	Shelf-pack concentrated orange juice and concentrates for lemonade and orangeade					
	Shelf-pack concentrated orange juice			Shelf-pack concentrate for		
	August			August		
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	4	10	33	28	27	28
Volume of store business annually:						
Under \$50,000	3	7	24	18	19	20
\$50,000 to \$100,000	4	16	40	41	32	37
\$100,000 to \$300,000	4	17	58	48	48	43
\$300,000 and over	9	17	84	73	66	67
Type of store management:						
National chains	9	26	72	64	51	61
Regional chains <sup>1/</sup>	4	19	76	69	68	70
Independent groceries	4	10	30	26	24	25
Store location by city size, population:						
Under 10,000 <sup>2/</sup>	2	9	33	28	26	23
10,000 to 100,000	5	10	37	26	28	26
100,000 to 500,000	2	16	36	41	31	43
500,000 and over	8	10	28	26	24	32
Store location by region or city <sup>3/</sup> :						
Northeast	4	11	47	34	34	37
North Central	6	16	42	40	39	39
South	-	5	16	16	13	12
Mountain-Southwest	2	10	40	26	24	20
Pacific	-	12	41	40	34	37
New York City	17	17	24	21	20	23
Chicago	4	6	15	14	22	39
Los Angeles	-	9	39	37	26	31

<sup>1/</sup> Excludes voluntary chains.<sup>2/</sup> Includes rural route stores outside corporate city limits.<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.-- Percentage of retail food stores having specified product available, by store classification and location, August 1954 with comparisons --

Store classification and location	Canned single-strength lemon juice by container size					
	5-1/2 ounce can		Other 1/		Total	
	August		August		August	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	35	31	32	32	55	53
Volume of store business annually:						
Under \$50,000	24	22	26	23	43	42
\$50,000 to \$100,000	54	40	35	42	72	66
\$100,000 to \$300,000	55	54	55	57	84	81
\$300,000 and over	78	68	75	69	96	92
Type of store management:						
National chains	88	67	60	65	90	94
Regional chains <sup>2/</sup>	57	62	73	58	93	79
Independent groceries	33	29	30	31	53	51
Store location by city size, population:						
Under 10,000 <sup>3/</sup>	30	26	28	30	47	47
10,000 to 100,000	44	35	34	35	64	57
100,000 to 500,000	42	43	32	29	59	57
500,000 and over	36	33	41	38	63	59
Store location by region or city <sup>4/</sup> :						
Northeast	44	41	40	35	66	63
North Central	44	38	51	58	76	78
South	17	15	16	12	30	24
Mountain-Southwest	36	29	18	21	46	44
Pacific	49	47	23	27	60	63
New York City	40	34	39	39	62	58
Chicago	24	14	56	57	65	60
Los Angeles	73	77	32	49	83	89

<sup>1/</sup> Includes glass containers.<sup>2/</sup> Excludes voluntary chains.<sup>3/</sup> Includes rural route stores outside corporate city limits.<sup>4/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.--Percentage of retail food stores having specified product available, by store classification and location, August 1954 with comparisons--

Store classification and location	Canned single-strength tangerine juice by can size					
	No. 2 can		46-ounce can		Total 1/	
	August		August		August	
	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	5	7	6	16	10
Volume of store business annually:						
Under \$50,000	7	2	2	3	9	0
\$50,000 to \$100,000	14	6	9	4	20	9
\$100,000 to \$300,000	25	13	21	13	39	23
\$300,000 and over	39	23	43	31	57	40
Type of store management:						
National chains	33	12	36	33	47	34
Regional chains 2/	39	33	40	33	60	48
Independent groceries	10	4	5	4	14	8
Store location by city size, population:						
Under 10,000 3/	10	4	6	5	14	10
10,000 to 100,000	16	7	8	7	20	11
100,000 to 500,000	9	5	12	8	17	12
500,000 and over	13	6	7	3	18	8
Store location by region or city 4/:						
Northeast	16	7	9	7	20	12
North Central	14	6	15	9	25	14
South	7	3	3	4	8	7
Mountain-Southwest	9	4	7	7	13	9
Pacific	16	6	2	2	17	8
New York City	15	7	-	1	17	7
Chicago	6	-	3	1	9	2
Los Angeles	15	6	-	-	15	6

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 12.--Percentage of retail food stores having specified products available, by store classification and location, August 1954 with comparisons--

Store classification and location	Canned single-strength lemonade; and canned single-strength orangeade by container sizes							
	Single-strength lemonade		Single-strength orangeade		Total			
	August		August		August		August	
	1953	1954	1953	1954	1953	1954	1953	1954
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	6	6	17	17	8	10	21	23
Volume of store business annually:								
Under \$50,000	4	5	10	10	6	8	14	16
\$50,000 to \$100,000	9	7	20	21	8	15	25	32
\$100,000 to \$300,000	10	8	38	33	13	14	43	39
\$300,000 and over	8	9	55	55	23	18	61	62
Type of store management:								
National chains	11	2	48	38	10	15	54	43
Regional chains 1/	10	14	53	56	26	20	60	62
Independent groceries	6	5	14	15	7	10	19	21
Store location by city size, population:								
Under 10,000 2/	7	3	17	18	6	9	20	23
10,000 to 100,000	6	9	18	20	9	11	23	28
100,000 to 500,000	8	7	20	25	9	15	25	33
500,000 and over	5	7	14	7	9	10	20	15
Store location by region or city 3/:								
Northeast	7	11	15	15	8	9	20	21
North Central	10	6	21	21	7	13	24	32
South	5	3	15	15	10	10	21	20
Mountain-Southwest	5	4	19	21	4	10	21	26
Pacific	4	1	25	26	6	6	28	29
New York City	3	2	6	2	9	12	13	13
Chicago	1	3	6	10	6	6	9	11
Los Angeles	1	2	14	7	3	12	16	16

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 13.-- Percentage of retail food stores having product available, and inventories in retail food stores, by store classification and location, United States, May 1953 and 1954 1/ --

Store classification and location	Canned red sour cherries			
	Percentage of stores having canned cherries		Inventory	
	May		May	
	1953 2/	1954	1953 2/	1954
	Percent	Percent	1,000 cases 3/	1,000 cases 3/
U. S. total	65	62	274	235
Volume of store business annually:				
Under \$50,000	56	52	96	75
\$50,000 to \$100,000	76	76	62	51
\$100,000 to \$300,000	87	85	67	51
\$300,000 and over	92	92	49	58
Type of store management:				
National chains	90	92	21	28
Regional chains 4/	89	85	39	44
Independent groceries	64	61	214	163
Store location by city size, population:				
Under 10,000 5/	70	67	140	115
10,000 to 100,000	69	65	65	50
100,000 to 500,000	70	67	36	38
500,000 and over	47	47	33	32
Store location by region or city 6/				
Northeast	51	50	41	45
North Central	89	88	115	94
South	61	55	57	46
Mountain-Southwest	72	67	37	27
Pacific	73	72	12	12
New York City	18	18	2	2
Chicago	62	51	5	5
Los Angeles	78	81	5	4

1/ Excludes fruit and vegetable markets.

2/ Revised in accordance with slightly different statistical basis used in the May 1954 survey.

3/ Equivalent cases of 24 No. 2 cans.

4/ Excludes voluntary chains.

5/ Includes rural route stores outside corporate city limits.

6/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 14.-- Percentage of retail food stores having product available, and inventories in retail food stores according to can size, by store classification and location, United States, May 1954 1/

Store classification and location	Canned red sour cherries							
	Percentage of stores having canned cherries				Inventory			
	#303	#2	Other	Total	#303	#2	Other	Total
	cans	cans	sizes		cans	cans	sizes	
	Percent	Percent	Percent	Percent	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
U. S. total	14	47	9	62	47	161	27	235
Volume of store business annually:								
Under \$50,000	11	39	6	52	14	55	6	75
\$50,000 to \$100,000	15	57	11	76	8	34	9	51
\$100,000 to \$300,000	25	66	18	85	9	37	5	51
\$300,000 and over	26	74	20	92	16	35	7	58
Type of store management:								
National chains	19	86	5	92	3	24	1	28
Regional chains 3/	27	67	17	85	14	23	7	44
Independent groceries	13	45	9	61	30	114	19	163
Store location by city size, population:								
Under 10,000 4/	14	50	11	67	21	78	16	115
10,000 to 100,000	17	49	7	65	10	36	4	50
100,000 to 500,000	14	52	10	67	11	24	3	38
500,000 and over	10	36	4	47	5	23	4	32
Store location by region or city 5/								
Northeast	6	41	4	50	7	32	6	45
North Central	25	65	13	88	25	61	8	94
South	8	41	11	55	3	38	5	46
Mountain-Southwest	33	41	8	67	9	12	6	27
Pacific	16	58	8	72	2	9	1	12
New York City	2	14	2	18	6/	2	6/	2
Chicago	8	39	10	51	1	3	1	5
Los Angeles	7	78	3	81	6/	4	6/	4

1/ Excludes fruit and vegetable markets.

2/ Equivalent cases of 24 No. 2 cans.

3/ Excludes voluntary chains.

4/ Includes rural stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

6/ Less than 500 cases.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

